







What's available from Too Smart To Start:

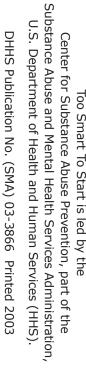
- Too Smart To Start Web page for youth and parents/caregivers. youth remain alcohol free, plus games and puzzles information about communicating with and helping (www.toosmarttostart.samhsa.gov). Provides
- Free materials, including a community action kit, (info@ncadi.samhsa.gov). online (www.ncadi.samhsa.gov) or email (NCADI) by telephone (1-800-729-6686) or Clearinghouse for Alcohol and Drug Information board game. Available through SAMHSA's National print public service announcements, posters, and a
- Free technical assistance to help establish and cultural competency, materials review, and media planning, message and materials development, Available in such areas as social marketing, action implement your own Too Smart To Start initiative.











Too Smart To Start initiative more information about the Call 1-800-729-6686 for











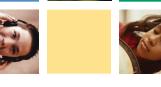














An underage alcohol use prevention initiative that provides strategies and materials for professionals and volunteers working at the community level



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention

Staying Smart About Underage Alcohol Use Prevention

alcohol use by increasing the knowledge and skills of 9- to goal of Too Smart To Start is to decrease the risk of underage sionals and volunteers at the community level to help them with three objectives: communities reach this goal, Too Smart To Start was created positively address underage alcohol use issues. In order to help 13-year-olds and of their parents and caregivers so they can conduct an underage alcohol use prevention initiative. The provides research-based strategies and materials to profes-Too Smart To Start is a public education initiative that

- 1. Increase the number of conversations that parents/ caregivers and their 9- to 13-year-olds have about the harms of underage alcohol use.
- 2. Increase the percentage of 9- to 13-year-olds and their parents/caregivers who see underage alcohol use as
- 3. Increase public disapproval of underage alcohol use

shaping health behaviors. For example, their disapproval of current users. Yet professionals, volunteers, and parents and alcohol in the future. Evidence of this expectation can be found children choose not to use alcohol. underage alcohol use has been identified as the key reason which youth establish health behavior patterns that can have caregivers have an opportunity to help youth shape their declining and that nearly 10.5 million 12- to 20-year-olds are in national data that show the average age of first use is youth have not begun using alcohol, most expect to use lifelong significance. Parents are particularly important to health behaviors right now because 9 to 13 is the age range in Even though national research shows that most of these

and strategies to deliver the core behavioral messages. The 9- to 13-year-olds, a consistent message, and basic materials expectation is that locale-specific data will be added to Too Rather, it offers information on the alcohol use behaviors of nity. Too Smart To Start is not intended to be prescriptive. flexibility in the way it can be implemented in the local commu-The hallmark of the Too Smart To Start program is its

initiative, call 1-800-729-6686 today!

find out how to become part of the Too Smart To Start consider joining this exciting and positive initiative. To few minutes to learn more about Too Smart To Start and provider, a media professional—can participate. Take a coach, a member of the faith community, a service



elements will be tailored or adapted to the locality. The nine Toc

ways that Too Smart To Start can be tailored or adapted Smart To Start communities provide good examples of various













- American Medical Association (AMA)
- Community Anti-Drug Coalitions of America (CADCA)

Coalition Network, Inc., PA; Bethlehem Centers of Nashville and Partnership, Inc., OR; Pittsburgh Leadership Foundation/TVS Coalition for a Drug-Free Greater Cincinnati, OH; The Oregon County Safe and Drug Free Schools and Communities Coalition, MI; Family Partnership, FL; Drug-Free Noble County, Inc., IN; Newaygo Community Partnership, Inc., DE; Informed Families/The Florida The nine piloting organizations are New Castle County

Nashville Prevention Partnership, TN; and San Antonio Fighting

- Mothers Against Drunk Driving (MADD)
- National Council on Alcoholism and Drug Dependence, Inc
- National Association of State Alcohol and Drug Abuse Directors/National Prevention Network (NASADAD/NPN)
- National Family Partnership (NFP)
- PRIDE Youth Programs.

Professionals and Volunteers: **Too Smart To Start offers to**

A Community Action Kit designed to help plan, develop, kit are such materials as "SmartSTATS: A Data Book," PSAs, initiatives, particularly for 9- to 13-year-olds. Included in the and scientific value of underage alcohol use prevention posters, and booklets to help enrich and enhance the quality promote, and support local underage alcohol use prevention

whether a parent/caregiver, an older sibling, a teacher or

Anyone who works with or cares for youth ages 9 to 13—

other committed adults can support 9- to 13-year-olds

just a few of the many ways parents, caregivers, and

as spokespersons for school or community events are

materials, chaperoning alcohol-free activities, or serving

in their decisions to remain alcohol-free.

community involvement. Volunteering to distribute

The success of Too Smart To Start depends on active

Everyone Can Participate!

underage alcohol use as harmful, and increasing public alcohol use causes, increasing the number of 9- to increasing overall awareness of the harm that underage use prevention program can benefit your community by Using these materials in an existing underage alcohol disapproval of underage alcohol use. 13-year-olds and their parents and caregivers who view